

| CV Assignment - 50% of grade | Needs Improvement | Adequate | Strong | |
|---|---|---|---|---|
| Design / 20 | | | | |
| typography (readability, scannability, type hierarchy) | Inconsistent use of typefaces, unclear. | Competent use of type across site with some minor inconsistencies. | Excellent, consistent use of type across site. | |
| landing page (appropriate, incorporation of site content) | Unfinished, or 'rough around the edges' landing page that does not gel with tone/design of rest of site. | Capably executed landing page. | Thoughtful, clear and well executed landing page. Smart showcasing of content from elsewhere on site. | |
| overall impression/cohesiveness of entire site | Site design feels like a collection of individual pages rather than a cohesive user experience. | Reasonably coherent design with minor inconsistencies. | Seamless browsing experience. Design elements applied consistently throughout various sections. | |
| creative use of CSS | Student has displayed limited ambition in their attempt to style and personalize their site. | Student has competently personalized underlying base theme CSS, perhaps leaving some elements unresolved. | Student has massaged underlying theme CSS and truly 'made it their own'. | 0 |
| Development / 20 | | | | |
| creative, thoughtful use of content types/views | Student has not touched views/content types since the CV tutorials. | Student has redeployed basic views skills from the walkthroughs to non-CV portions of their site. | Inventive use of content types and views to organize/manage content | |
| ambition/inventiveness in developing functionality | Site functionality is broken and feels incomplete. | Site functionality is standard and reasonably well-executed. | Site functionality is innovative, imaginative. | |
| Effective use of non-core modules | Student does not deploy/use modules introduced within the course. | Student has used/engaged core modules introduced in the class. | Student has been very ambitious and put new modules to work in the service of their cause. | 0 |
| Work Ethic / 10 | | | | |
| Effort/use of lab time | Student has delivered 'rough around the edges' final product and had erratic attendance and displayed a lack of engagement with the group and lab sessions. | Student has been present in lab and focused on the assignment. | Student has worked hard throughout the final weeks and obviously devoted considerable personal time to developing their site. | |
| Progress from CV assignment | Underwhelming effort. Limited development beyond original CV site. | Site has advanced moderately since completion of CV assignment. | Student has made impressive progress since completion of CV assignment. | |
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